

ORDER



Orders
Order / Rev: 699789
Alt Order #: 06235181
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	52	\$84,650.00	\$71,952.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$84,650.00	\$71,952.50	0.00
Totals	52	\$84,650.00	\$71,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/09/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					4	\$650.00		0.00			
2	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$650.00		0.00			
3	WKYC	10/09/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					4	\$1,400.00		0.00			
4	WKYC	10/15/12	10/15/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M- - - - -					1	\$1,400.00		0.00			
5	WKYC	10/09/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	12	\$1,400.00	P-2	0.00	NM	12	\$16,800.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					12	\$1,400.00		0.00			
6	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00

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 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Friends of Sherrod Brown
 Product Desc: SHERROD BROWN/SENATE
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		3			\$1,400.00			0.00			
7	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4			\$1,000.00			0.00			
8	WKYC	10/15/12	10/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$1,000.00			0.00			
9	WKYC	10/13/12	10/14/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----SS		2			\$2,400.00			0.00			
10	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4			\$2,400.00			0.00			
11	WKYC	10/15/12	10/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$2,400.00			0.00			
12	WKYC	10/10/12	10/10/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1			\$6,000.00			0.00			
13	WKYC	10/09/12	10/14/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTFSS		6			\$2,400.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WKYC	10/14/12-10/14/12	Post NFL News		Various	-----Su	:30		\$2,400.00		0.00	NM		
14	WKYC	10/15/12	10/15/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$2,400.00			0.00			
15	WKYC	10/09/12	10/12/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4			\$1,200.00			0.00			
16	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$1,200.00			0.00			
17	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1			\$1,400.00			0.00			
18	WKYC	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$1,400.00			0.00			

